



ICARDA-RALF Communication Strategy

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RALF Communication Strategy

- RALF-ICARDA plans to develop an integrated communication strategy for all RALF projects
- RALF-ICARDA will develop sub-strategies suited to the communication needs of each stakeholder group
- The communication strategy will be iterative – it will not only disseminate messages, but also involve stakeholders as producers and users of information

RALF Communication Strategy

Where we are now?

- The communication strategy is in draft. It has **many** gaps

Where do we want to get to today?

- We want to pull together the knowledge of stakeholders here to build upon good practice, and to develop strategies for communicating with each stakeholder group

Procedure

1. Work in groups for **20 minutes**
 - Rapporteur to take **detailed notes** for my use
 - Presenter to prepare poster on flipchart paper
2. Presentation to plenary **5 minutes** per group (select three key points)

Groups (5)

- Decision-making/ finance: 01-03, 01-08
- Farm Systems 1: 01-07, 01-16
- High value commodity: 02-11, 02-07, 02-02
- Farm Systems 2: 02-05, 01-11, 01-04
- Ministries

Questions

1. Who are your stakeholders?
2. How do you make sure these people / groups stay involved?
 - What are some of your successful communication strategies?
 - What are the problems?
 - Who gets included? Who gets excluded?
3. How can we talk more effectively among *ourselves*?
 - What mechanisms do we need to share knowledge?

Communication Happens Everywhere

- At the workplace
- In the field
- During a meal
- At farmer field days
- In offices
- In the home
- Shopping





Saffron spice separation PZs











